

This thesis deals with photographs in the printed media among the elections to the lower chamber of the Czech Parliament during 2Q 2006 and 2Q 2010. The main focus is picture of the politicians and the political parties.

In the theoretical part of the thesis we sum up the main aspects of the media ahead of the elections and the publishing of photographs. We observe news factors, agenda setting, framing, spiral of silence, technical aspects of photography or manipulation possibilities.

The practical part brings the analysis of the photographs in the home news pages of the in the four most-read broadsheet daily newspapers and another daily newspaper that is published by a political party. The analysis sample comprises all issues of the dailies in the period of five weeks ahead of the elections in the years 2006 and 2010. The data were analyzed by means of the quantitative content analysis. For this analysis we used up to 20 parameters. The quantified data were then analyzed by the SPSS and PASW statistical software. Multilevel analysis was also applied. This analysis gave us a lot of conclusions that helped to answer the following main issues: How much space the printed media devoted to the elections, what was the proportion of each political party, to whom was given importance, what is the difference among the newspapers. The conclusion of the analysis affirmed some expectations but also resulted in some new deductions. The quantitative based proportion of the presence of the politicians in the newspapers. The hypothesis acknowledged those stories are published that have a higher extent of visual attractiveness.